ELROD

FOR PRODUCING HIGH-QUALITY STRIP AND BASE MATERIAL

The ELROD

lead, slug, rule and base caster

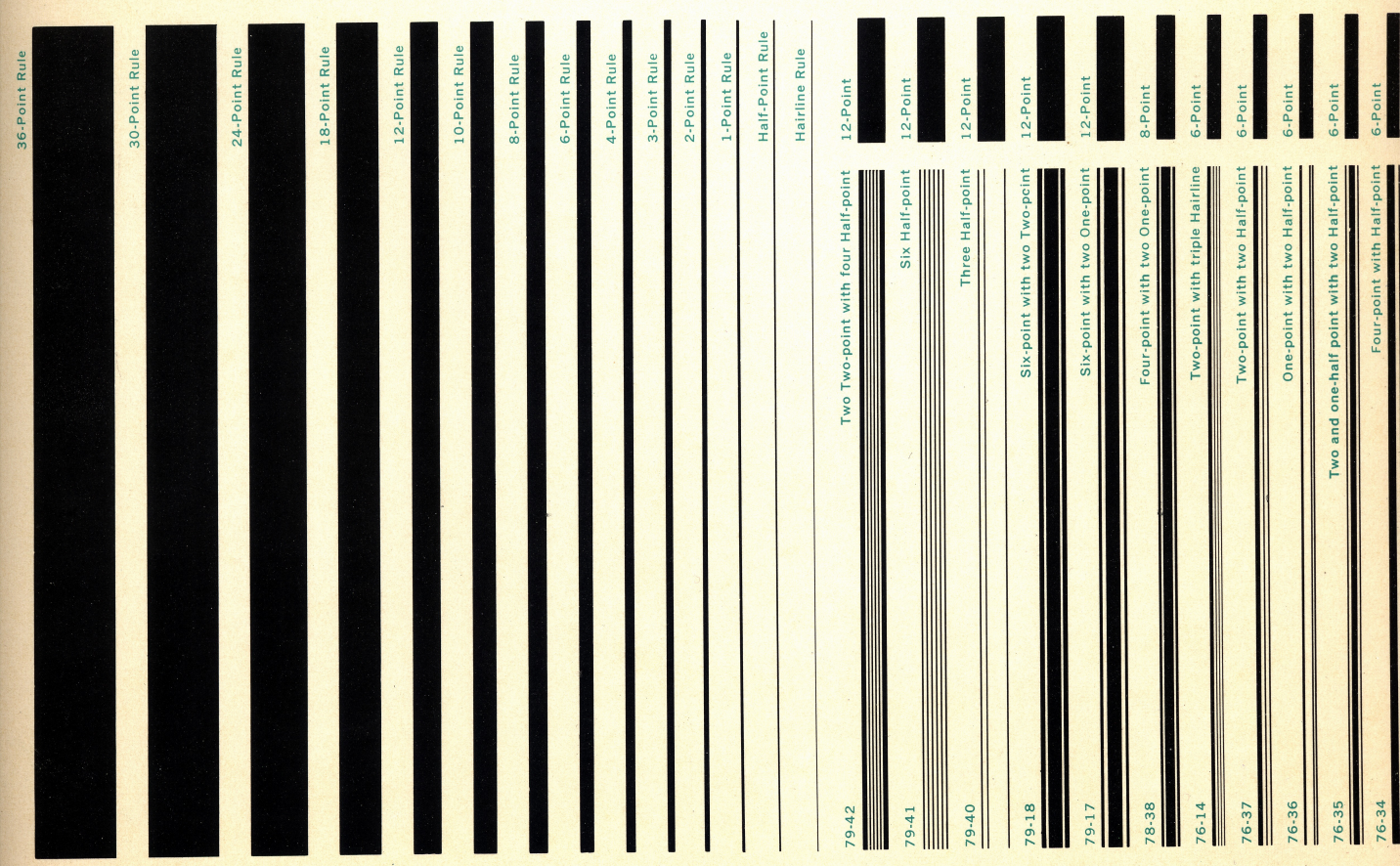
The Elrod is a simple, sturdy, easily operated machine for casting strip material in your own composing room—in sizes from 1-point to 36-point thickness. It saves time and money in your plant—costly purchases of strip material are eliminated, and valuable composition time is saved by having any size or kind of strip material readily available. No tying-up of capital in costly inventories; no shortages; no borrowing from standing forms. The convenience of Elrod strip-casting is, in itself, a major advantage in Composing Room efficiency.

ELROD IS RIGHT IN PRINCIPLE

Molten metal from the Elrod crucible is passed through a water-cooled mold and formed into a continuous strip of precisely the desired size and shape—solid, uniform, and of the highest quality. Elrod strip is not formed compositely of successively cast individual sections each of which is joined by more or less complete welding to the previously solidified preceding section. Elrod produces a solid and continuous, one-piece strip of unlimited length, free from brittle breaks or welds. It is the only strip-casting machine operating on this principle, and it is the fundamental rightness of this principle that makes possible the simplicity of operation and mechanism and the high quality, economical product.

ELROD MOLDS

Each Elrod mold is a complete, fixed unit—there is a separate, durable, precision mold for each size and kind of strip material. The internal cross-section of each mold determines the thickness and height of the strip



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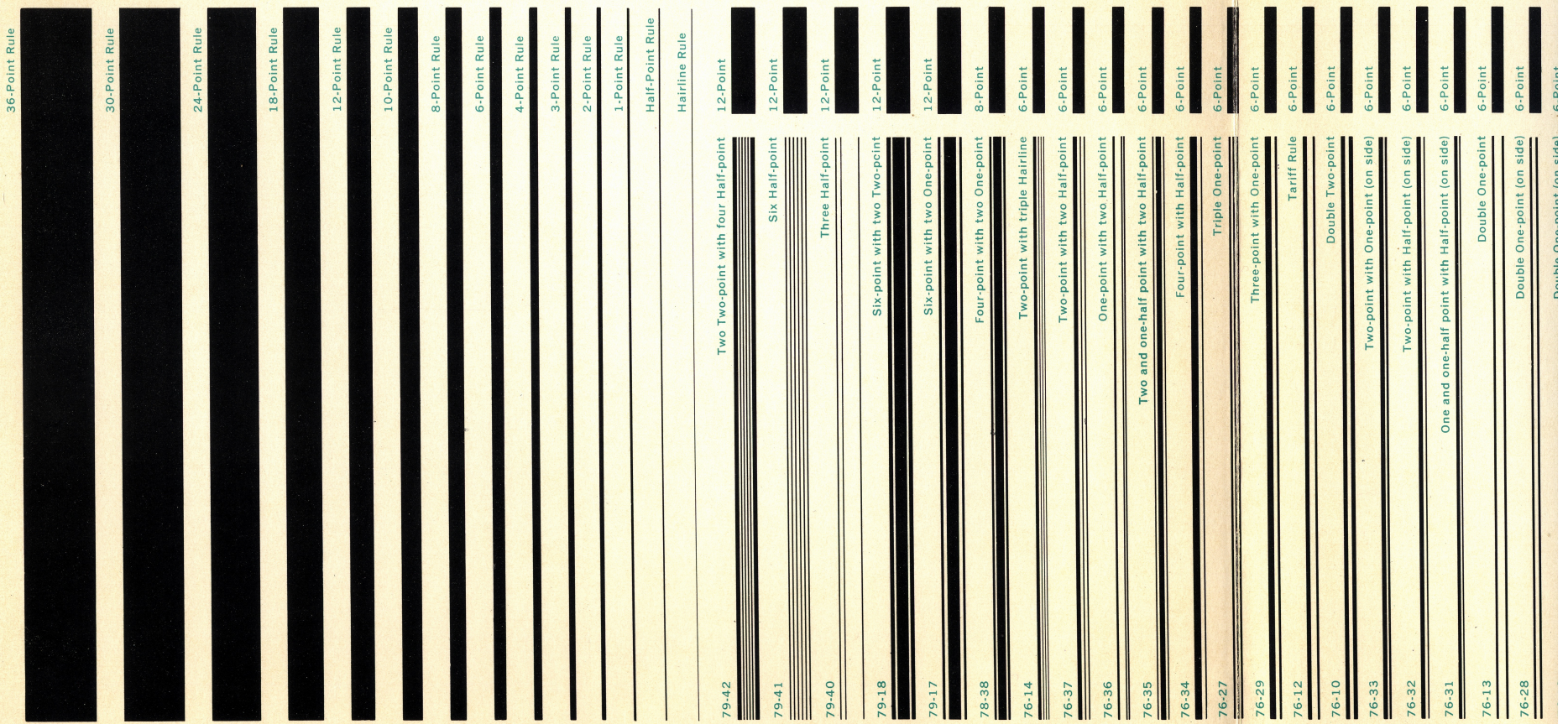


and, in the case of rules, the rule face and its relative position on the body. Since Elrod molds are not "adjustable", absolute uniformity of strip material is maintained at all times.

RANGE OF PRODUCT

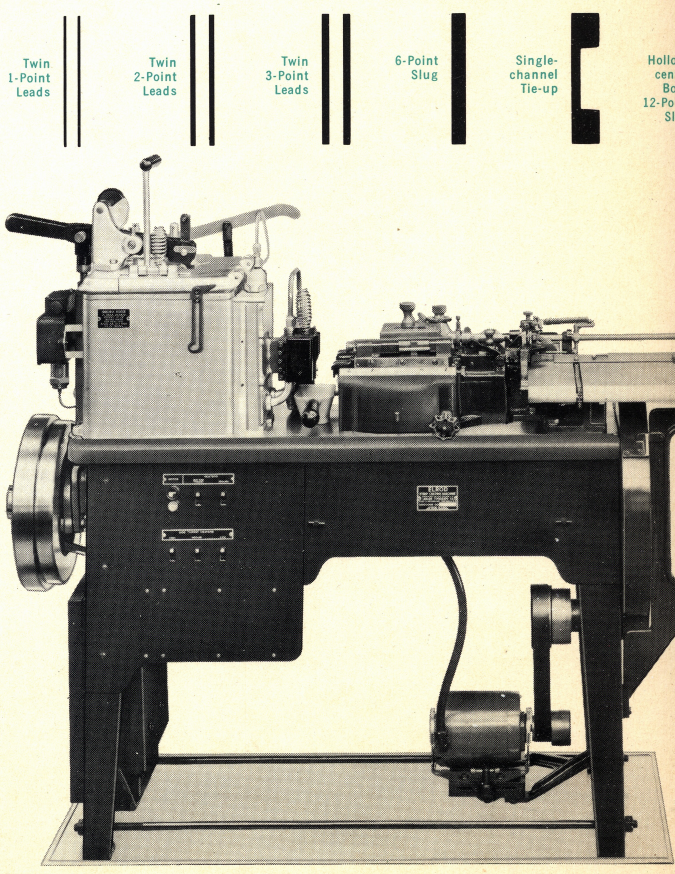
With a single machine, the composing room can produce type-high rules and spacing or base material of any desired height and thickness, and the machine can be set to cut off the strip to the desired measure, as produced. The Model F Elrod produces strip material from 1-point to 36 point in thickness, and the new economy Model K Elrod produces material up to 18-point in thickness and is designed for the smaller dailies, weekly newspapers, small and medium-sized commercial plants and other shops which require a moderate layout for their needs.

QUALITY OF PRODUCT

More than 70% of all the daily newspapers in the United States and Canada use the Elrod for their strip material requirements. Large metropolitan newspapers have tested 36-point Elrod-cast base under severe pressures incident to dry mat molding and have found that it stands up better than any other type-metal base . . . the ideal mounting for halftones and shellcast stereos in newspaper forms. Elrod leads and slugs are smooth and comfortable to handle. Their precision molding and uniform quality make them particularly satisfactory for cutting with mitering machines, composing room saws and other cutting tools.

REPROCESSING ECONOMY

For producing leads and rules, only first-class metal is to be used; for producing slug and base material, however, old metal, dead type slugs, spacing material and base may be fed directly into the crucible without first being remelted. When Elrod-cast strip material has been used in the form, it need not be picked out before dumping the form—



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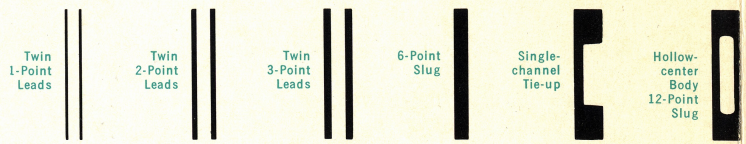

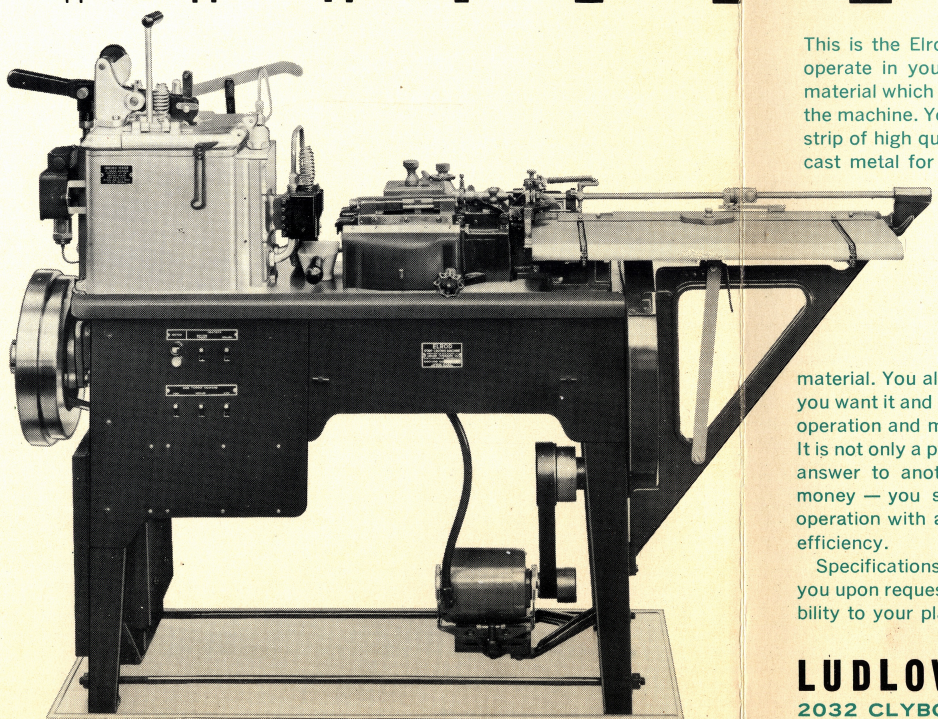

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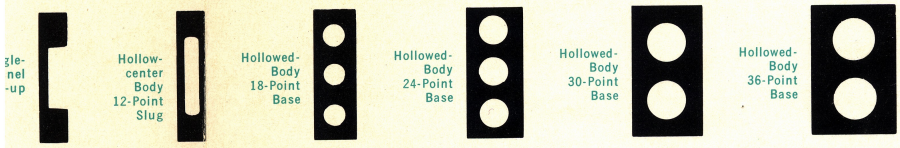
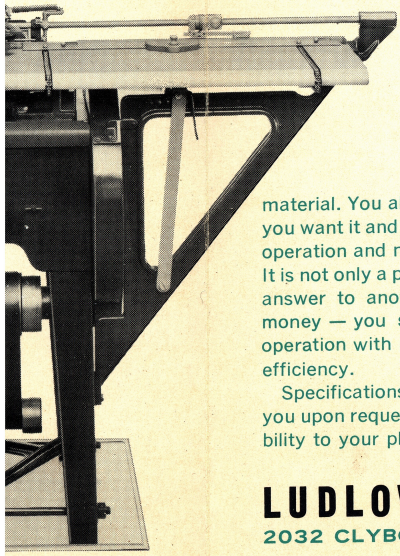
MECHANICAL AND OPERATIONAL SIMPLICITY

In design and construction, the Elrod is simple, sturdy and easy to operate. There are relatively few moving parts, and these travel in easy motions with a minimum of shock, noise and wear. There are no delicate adjustments, and all bearings are ample in size and easily lubricated. Because the Elrod is soundly engineered and precision manufactured for low maintenance cost, it will run for hours with little attention other than replenishment of metal in the crucible. Both Elrod models are available for electrical or gas operation and all are thermostatically controlled. In a very short time, any employee of average intelligence can learn how to operate the Elrod and produce satisfactory strip material . . . special skill and adeptness come easily with experience.

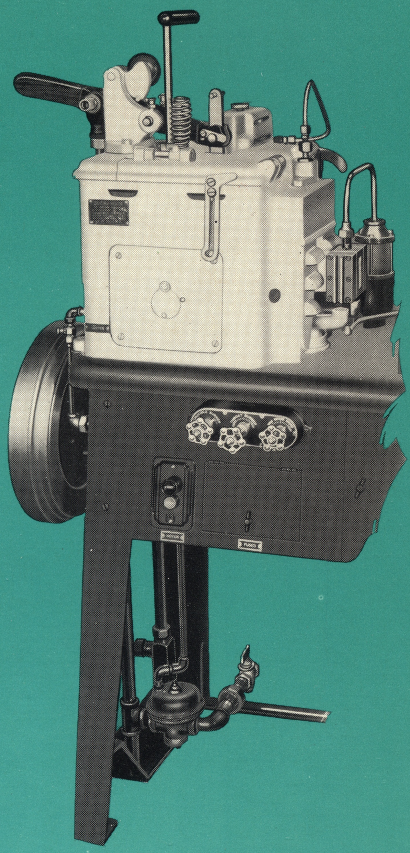


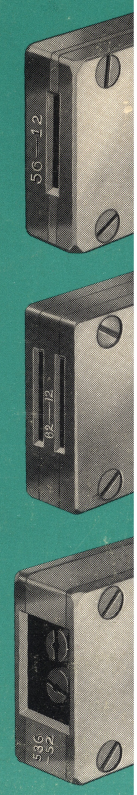
This is the Elrod lead, slug, rule and base casting machine which you operate in your own shop. These are the varieties of strip and base material which you mold from separate precision molds furnished with the machine. You mold any size or thickness of material in a continuous strip of high quality, without any breaks or welds. You reprocess Elrod-cast metal for molding base and slugs, saving repeated purchases of material. You always have strip material on hand (not standing!) when you want it and exactly as you want it. Elrod is simplicity itself in design, operation and maintenance, and it requires no special skills to operate. It is not only a profitable investment for the printer, it is also the natural answer to another phase of self-sufficiency in the plant. You save money — you save time — and you expedite jobs. Modernize your operation with a machine that, in itself, pays for itself in economy and efficiency.



Specifications of Elrod with specimens of Elrod-cast strip will be sent you upon request, and questions regarding the machine and its applicability to your plant will be carefully answered.

LUDLOW TYPOGRAPH COMPANY
2032 CLYBOURN AVENUE, CHICAGO, ILLINOIS 60614





All models of Elrod machines are available for use either with electricity or gas for heating the crucible and throat. Both gas and electric heating systems are equipped with automatic thermostatic controls. Highly satisfactory Elrod-cast lead, slug, rule and base material can be produced by feeding metal, dead type slugs, spacing material and base directly into the crucible without their first being re-melted.

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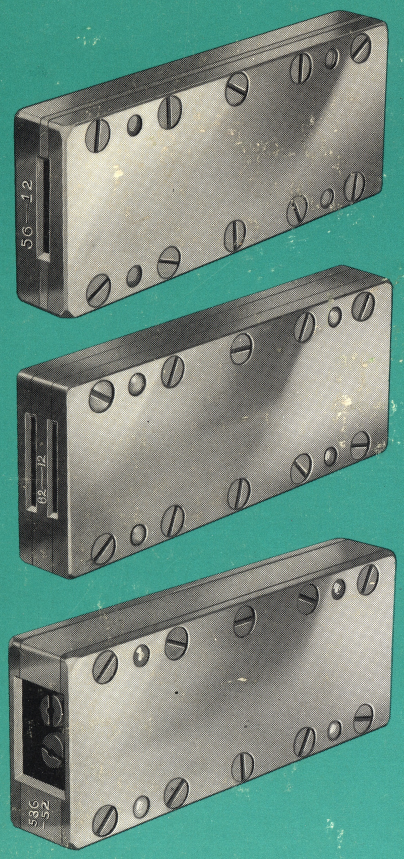

Elrod molds are complete, fixed units—there is a separate, durable, precision mold for each size and thickness of strip material. The internal cross-section of the mold determines the thickness and height of the strip and, in the case of rules, the ruleface and its relative position on the body. The desired mold is placed in a recessed mold chamber and a mold sealing valve produces positive and accurate sealing. Sturdy Elrod molds wear so slightly with ordinary use that absolute uniformity of strip material is assured.

Elrod casts a continuous strip of quality material—without any brittle breaks or welds. In the Elrod, molten metal from the crucible, passing through the mold, is progressively cooled and solidified under pressure, thus forming a strong, solid, continuous one-piece strip of unlimited length and uniform quality. The Elrod is the only strip-casting machine operating on this principle.